

SEP 2 6 1964

Progress Reports From 4 New Papers

Herewith are "progress reports" on four newspapers that started up or joined the ranks of dailies in the past year.

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UP FROM WEEKLY

WINSLOW, Ariz.

Our first edition of the *Winslow Mail*, eight tabloid pages, came off our Duplex right on schedule at 2 p.m. July 13, 1964. Successive editions have been either eight or twelve pages, usually eight. Production problems during the first week were fewer than expected, and the daily operation has had remarkably few mechanical problems at all.

To say that we switched from weekly to daily operation is an over-simplification. We publish four papers in the plant, all owned by Northern Arizona Printers and Publishers. A year ago we had two eight-column weeklies, the *Winslow Mail* and the *Holbrook Tribune-News*.

Then late last summer a tabloid weekly for Snowflake, some 60 miles southeast, was added. Finally, in June of this year, a second tabloid, the *White Mountain Pioneer*, which shares some pages with the *Herald* except for dateline, was started. So in July we were publishing four weeklies, two eight column and two tabloids.

The move to daily operation of the *Winslow Mail* meant that we dropped one two-section eight-column weekly and began producing five tabloid dailies each week instead. At the same time, we dropped publication of the *News-O-Gram*, a typewriter sheet sized (4 col x 10 inch) daily sheet of news in brief distributed free to tourists and business houses. The "Gram" had been well received in Winslow since its inception almost a year ago, and had led to many inquiries about prospects of a full scale daily.

Rapid Growth

The switch to daily operation was made because of the belief that Winslow is due to grow rapidly in the very near future (oil exploration to the north, resort development to the south, and growing population pressure in Arizona's central valley); growing shopper and metropolitan daily competition for local advertisers' dollars; and a conviction that such a publication would be well received.

To date that conviction has not been disappointed by the readers though August advertising revenue was disappointing. Circulation, now mostly by carrier, has leaped to new heights and is now about 2,480.

Local Editorials

Firmer editorial stands on local issues, and more of them, plus added local columns and, in August Newspaper Enterprise Association comics and news photo service by mail, have increased interest in both the editorial page and the paper as a whole. We use Associated Press.

We have a time advantage over Phoenix and Flagstaff papers, particularly on national news, because of our afternoon deadline for afternoon publication. Often, our edition will be at the subscriber's home with written information on world crisis as soon as the wage-earner gets home.

With the daily we expect to do far more to promote Winslow than has been possible in the past, and editorially we try to alternate the stick and the carrot, praising the best side of the town and hammering at the worst.

The Staff

The staff is almost the same as before the switch to daily. The Richards brothers, J. Morris and V. P., are president and vicepresident of the firm, and J. Morris Richards is publisher of the *Daily Mail* while his brother presides over the *Holbrook* office and acts as publisher of the *Tribune-News*.

Jim Edgmon, who came here a year ago from Springdale, Ark., is general manager and advertising director. He's had experience with both daily and weekly publications all across the mid-west. Ad manager is Eric Manola. Hugh Morrow, production superintendent and chief operator, came here in April from New Mexico and has had prior experience in daily and weekly publications and at one time was owner-publisher of an Idaho paper. Martin Jackson, editor, also an April arrival, came here from the news desk of the *Lemoore* (Calif.) *Advance*, and had worked for other weekly groups in California. Second half of the two-man news staff is Woman's Editor Frances Bristow, a recent addition to the staff.

—Martin Allan Jackson,
Editor